

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

#### **Listing of Claims:**

Claim 1 (Currently amended):        A system for ~~third party management of end-user approved product information to at least one sub-end-user and product ordering by a sub-end-user based upon the approved product information of the end-user, said system~~ comprising:

        a data storage device accessible via a network and having end-user approved product information stored in a first memory;

an end-user network interface by which an end-user can communicate with the data storage device via the network and approve the product information;

        a sub-end-user network interface providing network access by ~~at~~ the sub-end-user to the end-user approved product information for ordering a selected product and by which a product order can be stored in a second memory, wherein product ordering by the sub-end-user is based upon the approved product information of the end-user; and

        a third party network interface providing a third party having access to product orders stored within the second memory and by which the third party manages access of the end-user approved product information by the sub-end-user; ~~and~~

~~an end-user network interface by which the end-user can communicate with the data storage device via the network.~~

Claim 2 (Currently amended):        The system of claim 1, wherein the third party network interface also permits ~~the~~ a third party to communicate a product order to a manufacturer via the network.

Claim 3 (Original):    The system of claim 2, further comprising a manufacturer network interface by which the manufacturer can communicate with the data storage device via the network.

Claim 4 (Original): The system of claim 3, wherein the manufacturer network interface further permits the manufacturer to review and process product orders, update job status, and communicate with the third party via the network.

Claim 5 (Cancelled)

Claim 6 (Previously presented): The system of claim 1, wherein the end-user network interface further permits the end-user to create and modify new programs with specified product information.

Claim 7 (Original): The system of claim 6, wherein the end-user network interface further permits the end-user to manipulate the end-user approved product information stored in the first memory.

Claim 8 (Original): The system of claim 7, further including a custom image gallery stored as end-user approved product information within the first memory of the data storage device.

Claim 9 (Previously presented): The system of claim 1, further comprising a manufacturer network interface by which the manufacturer can communicate with the data storage device via the network, wherein the sub-end-user network interface, the third party network interface, the manufacturer network interface and the end-user network interface are browser based web page interfaces stored on the data storage device and that are accessible via the network.

Claim 10 (Original): The system of claim 9, wherein the data storage device is accessible via a public internet.

Claim 11 (Withdrawn): A method of ordering a product by a sub-end-user based upon end-user approved product information provided to the sub-end-user, the method comprising the steps of:

providing access via a network to a third party for specifying products associated with the third party;

providing access via the network to an end-user for approving one or more of the products specified by the third party and for electronically building an electronic catalog of product information associated with the approved products;

providing access via the network to a sub-end-user for permitted reviewing of the electronic catalog having product information of at least one product that is approved by the end-user;

the sub-end-user selecting a product from the electronic catalog and making a product order based upon product information that is approved by the end-user;

providing access via the network to the third party for retrieving the sub-end-user product order; and

the third party submitting the product order to a product manufacturer.

Claim 12 (Withdrawn): The method of claim 11, further including the step of the providing access to the third party for building the electronic catalog with the end-user.

Claim 13 (Withdrawn): The method of claim 11, wherein the sub-end-user selects and makes its product order via a network interface that includes access to the electronic product information, and wherein the product order is communicated to the third party from the network interface.

Claim 14 (Withdrawn): The method of claim 13, wherein the third party accesses the product order via a second network interface and submits the product order to a manufacturer via the network.

Claim 15 (Withdrawn): The method of claim 14, wherein the third party also reviews the product order for any product material and services that are supplied by the third party.

Claim 16 (Withdrawn): The method of claim 15, wherein the third party specifies at least one commercial material sold by the third party to be utilized by the manufacturer in making the ordered product.

Claim 17 (Withdrawn): The method of claim 16, wherein the manufacturer issues a notice to the third party certifying compliance of manufacture with the specifications communicated to it by the third party.

Claim 18 (Withdrawn): The method of claim 17, wherein the third party begins warranty coverage of the manufactured product based upon the inclusion of commercial material of the third party.

Claim 19 (Withdrawn): The method of claim 18, wherein the manufacturer issues the notice to the third party via the network, and the third party accesses the notice via the second network interface.

Claim 20 (Withdrawn): The method of claim 19, wherein at least one communication provided via the network is a communication across a public network.

Claim 21 (Previously Presented): The system of claim 1, wherein the third party network interface electronically receives product information that specifies products associated with the third party and the end-user approves one or more of the products to be used by the sub-end-user.

Claim 22 (Withdrawn):        A network-based system comprising:  
         a third party interface to electronically receive product information that specifies products associated with a third party;  
         a franchisor interface for receiving input from a franchisor to approve one or more of the products to be used by one or more franchisees; and  
         a franchisee interface providing the franchisees access to a portion of the product information for ordering one or more of the products approved by the franchisor.

Claim 23 (Withdrawn):        The network-based system of claim 22, wherein the third party network interface provides the third party access to product orders from the franchisees, and permits the third party to communicate the product orders to a manufacturer via the network.

Claim 24 (Withdrawn):        The network-based system of claim 22,  
         wherein the franchisor interface allows the franchisor to create a program for use by the franchisees, and  
         wherein the program specifies the products approved by the franchisor and lists specifications associated with the approved products.

Claim 25 (New):        The system of claim 1, wherein the third party network interface and the end-user network interface allow the third party and the end-user to build an electronic catalog of product information associated with the end-user approved product information.

Claim 26 (New):        The system of claim 25,  
         wherein the sub-end-user interface provides the sub-end-user with access to the electronic catalog of product information for making a product order, and  
         wherein the system communicates the product order to the third party from the sub-end-user interface.

Claim 27 (New): The system of claim 1, wherein the third party network interface permits the third party to review the product order for any product material and services that are supplied by the third party.

Claim 28 (New): The system of claim 2, wherein the third party network interface permits the third party to specify at least one commercial material sold by the third party to be utilized by the manufacturer in making the ordered product.

Claim 29 (New): The system of claim 2, wherein the third party network interface permits the third party to receive a notice from the manufacturer certifying compliance of manufacture with specifications communicated to the manufacturer by the third party.

Claim 30 (New): The system of claim 2, wherein the third party network interface permits the third party to begin warranty coverage of a manufactured product based upon inclusion of commercial material of the third party.

Claim 31 (New): The system of claim 1,  
wherein the end-user interface comprises a franchisor interface for receiving input from a franchisor to approve one or more of the products to be used by one or more franchisees, and  
wherein the sub-end-user interface comprises a franchisee interface for providing the franchisees access to a portion of the product information for ordering one or more of the products approved by the franchisor.

Claim 32 (New): The system of claim 31, wherein the third party network interface provides the third party access to product orders from the franchisees, and permits the third party to communicate the product orders to a manufacturer via the network.

Application Number 09/820,398  
Amendment dated August 25, 2005  
Responsive to Office Action mailed April 25, 2005

Claim 33 (New):      The system of claim 31,  
                         wherein the franchisor interface allows the franchisor to create a program for use by the  
franchisees, and  
                         wherein the program specifies the products approved by the franchisor and lists  
specifications associated with the approved products.